

Syllabus		
Unit No	Contents	Mapped CO
I	<p>Web Analytics—Present and Future: A Brief History of Web Analytics, Current Landscape and Challenges, Traditional Web Analytics Is Dead, What Web Analytics Should Be</p> <p>Data Collection—Importance and Options: Understanding the Data Landscape, Click stream Data, Outcomes Data, Research Data, and Competitive Data.</p>	CO1, CO2
II	<p>Overview of Qualitative Analysis: Overview of Qualitative Analysis, Lab Usability Testing, Heuristic Evaluations</p> <p>Critical Components of a Successful Web Analytics Strategy? : Focus on Customer Centricity, Solve for Business Questions, Follow the 10/90 Rule, Hire Great Web Analysts, Identify Optimal Organizational Structure and Responsibilities.</p>	CO1, CO2
III	<p>Web Analytics Fundamentals: Capturing Data: Web Logs or JavaScript tags? Selecting Your Optimal Web Analytics Tool, Understanding Clickstream Data Quality, Implementing Best Practices, Apply the “Three Layers of So What” Test.</p>	CO1, CO2, CO3
IV	<p>Diving Deep into Core Web Analytics Concepts: Preparing to Understand the Basics, Revisiting Foundational Metrics, Understanding Standard Reports, Using Website Content Quality and Navigation Reports.</p> <p>Jump-Start Your Web Data Analysis: Creating Foundational Reports, E-commerce Website, Support Website, Blog Measurement</p>	CO1, CO3
V	<p>Search Analytics—Internal Search, SEO, and PPC Performing Internal Site Search Analytics, Beginning Search Engine Optimization, Measuring SEO Efforts, Analyzing Pay per Click Effectiveness.</p> <p>Website Experimentation and Testing—Shifting the Power: Why Test and What Are Your Options? What to Test, Build a Great Experimentation and Testing Program</p>	CO1, CO4

Learning Resources
Text Books
1.Web Analytics: An Hour a Day by Avinash Kaushik ,2007, Publisher(s): Sybex, ISBN: 9780470130650
References
Actionable Web Analytics: Using Data To Make Smart Business Decisions by Jason Burby and Shane Atchison,2007, Publisher(s): Sybex
e-Resources & other digital material
https://www.oreilly.com/library/view/web-analytics-an/9780470130650/